



LANIER OUTLOOK

The LLA Newsletter



Winter / Spring 2023

LETTER FROM THE PRESIDENT

I'm overwhelmed with excitement when I think about what's to come. Not only for the LLA, but it seems to be fitting for spring... Daylight lasts a little longer, trees are starting to bloom, and the daffodils are popping up through the soil - the first burst of green, soon to turn to bright yellow flowers. There is the occasional day warm enough to wear shorts, and perhaps sit on your dock or boat and have a drink. The water temperature starts to tick up slowly, one degree at a time. We all know it's coming, we can sense it and I'm guessing many of you look forward to this season of 'rebirth' as much as I do. It's the time of year when I get excited about what's to come. Perhaps, you do too.

In the same way, I look forward to what's to come for LLA and our members this year! There are some exciting improvements and expansions coming to our on-lake initiatives...

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- We are expanding our Life Jacket Loaner Stations by 2 this Spring, bringing the total up to 10 stations around the lake.
- We are completing the final phase of our Solar Lights replacement program. By the end of this season, all lights on the lake will have been in service less than 3 years.
- We are launching additional rip-rap shoreline protection projects for the first time in several years.

To support these programs and organizational growth, LLA is excited to move to our new home on Dawsonville Highway in Gainesville! We expect the new office to be open in late Spring and we look forward to welcoming you all there in person for a grand opening event.

Speaking of new spaces, new faces are a natural fit for our current growth. We have exciting news about additional staff joining the LLA team. Keep reading to meet Julie King, our new Membership Coordinator. Inevitably, growth fosters change and change fosters growth... and exciting opportunities are often created. Thus the need to grow the LLA team and venture into new spaces to see LLA continue to reach new heights. Ultimately, our goal is to increase our presence and positive impact on Lake Lanier and the surrounding community.

It's exciting for me to see our scope and our work expand as we look forward to an outstanding 2023! There is so much ahead for our programs, our team and our members this year. We invite you to mark your calendars for April 22, as we come together for our Annual Member Celebration. Exciting announcements, program updates and fun await us all there. Check out the rest of this Newsletter for more information on upcoming events and ways in which you can support LLA's efforts to ensure a Clean, Full and Safe Lake Lanier.

I hope to see you on April 22nd!



Todd Baxter, LLA President

Board of Directors

President

Todd Baxter

Vice President Administration, Finance

Billy Powell

Vice President Operations and Shore Sweep

Bonny Putney

Vice President Legal Counsel, Erosion and Sedimentation

Clyde Morris

Treasurer

Rolando Barberis

Bev Nicholls

Dan Ohman

Kelly Marlowe

Tom Child

Matt Williams

Skip Short

Tom Shillock

Staff

Executive Director

Amy McGuire

Communications Coordinator

Victoria Clevenger

Membership Coordinator

Julie King



Lake Lanier Association

821 Dawsonville Hwy Suite 110 Gainesville, GA 30501
770-503-7757 * lakelanier.org * lakeinfo@lakelanier.org

This edition of the LLA Newsletter, Lanier Outlook, is written, sourced and designed by Victoria Clevenger.

LLA IS MOVING

New Year, New Office Space for LLA



ORGANIZATION UPDATE BY AMY MCGUIRE

I don't know which I'm more excited about-warm sunshine, flowers in bloom, green grass and the promise of longer days ahead or everything we have going on here at LLA! On February 1st, we said goodbye to the Lake Lanier Association's home for the past 25 years. While we made lots of friends at the North Georgia Community Foundation building, and the two small offices served us well, it was time to forge ahead and prepare for the future.

For the first time since our inception in 1966, the Lake Lanier Association will have a physical presence in the community. Our new office, located in The Village Shoppes of Gainesville, will offer an open concept with a flexible meeting space, podcast and webinar studio, caterer's kitchen, conversation area and collaborative workspace. With this new space comes the opportunity to invite the community in and immerse all who enter in the work we do to keep Lake Lanier Clean, Full and Safe. We couldn't be more excited to extend an element of hospitality and service to our volunteers and constituents.

LLA IS MOVING!

821 Dawsonville HWY, Suite 110 Gainesville GA 30501
Below Starbucks & across from Orange Theory Fitness
Grand Opening Details Coming Soon!

CONTACT US

LLA will be working remote while renovations are completed!

Amy McGuire, Executive Director
(678) 935-8446 / amy@lakelanier.org

We are in the process of recruiting general contractors to oversee the renovation of the new space. We are also working with designers to ensure the new space is inviting, energizing, and inspiring to all who enter. We are looking forward to immersing our guests in the work we do with thoughtfully designed branding throughout.

For the board members, staff and dedicated volunteers, this new space feels a lot like building a new home—it means that much to us. In a way, we aren't building something new, after all, the Association has been around since 1966. Instead, we are simply renovating a long-standing family home that we hope will serve generations to come.

During any renovation, a large amount of time, thought and energy must be invested to maximize the budget and ensure that all the “finishes” and details are ones that excite and create a sense of atmosphere. The younger generation calls this a “vibe” and we decided that term is perfect for what we've got planned in this next chapter. The LLA is adopting a whole new vibe.

While we are working on the new space, we are continuing to support our initiatives but we are also exploring and brainstorming on ways to elevate the member experience and the ideas and suggestions are FLOWING! We can't tell you all our secrets, we plan to share some details at this year's Annual Member Celebration and don't want to ruin the surprise. Remember, this event is exclusive to members only. If you haven't already, be sure to join or renew your membership to ensure you make it onto this year's guest list!

I'll see you soon when the weather is a little warmer, the sun shines a little longer and the grass is a whole lot greener!

Amy McGuire

Amy McGuire, Executive Director

The LLA has partnered with Midgard Self Storage!

Throughout the moving process, it became clear that LLA was in need of new storage facilities. When the opportunity arose to have a strategic partnership with Midgard Self Storage, we simply couldn't say no. This partnership allows LLA to increase operational efficiency due to the close proximity of the storage unit space, the new LLA office and our boat, Miss Jackie. For the first time ever, each of these things - which are critical to the LLA operation - are within a 10 minute drive of each other!

Thank You, Midgard Self Storage!



Follow the LLA on Instagram
@lakelanierassociation for behind
the scenes content of the move and
renovation process!

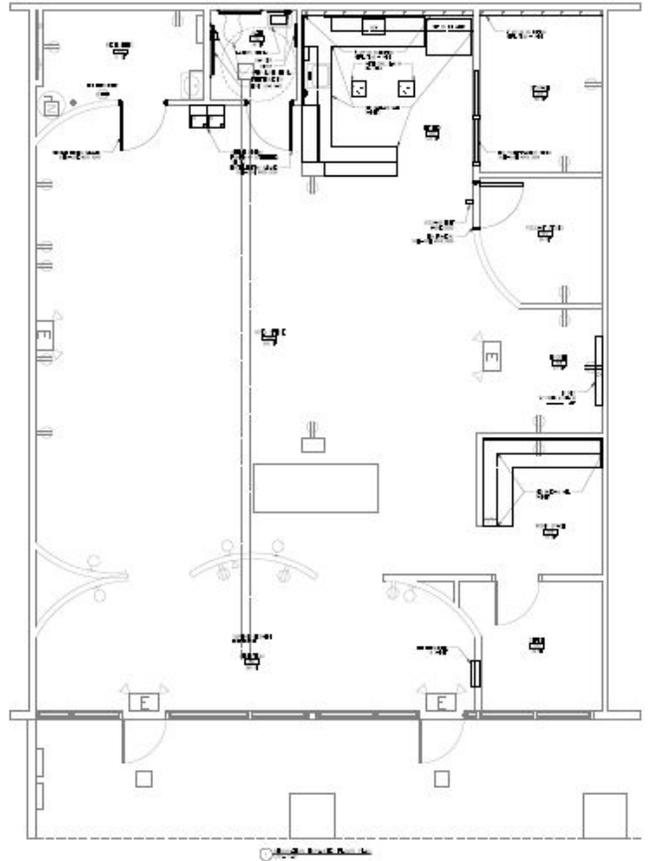
We know everyone loves a good before and after, so we're giving you a sneak peak of the LLA Office space as it stands today and a sneak peak of the office space renovations.

The colors and decor inside will give a nod to our year of inception, 1966, with mid-century modern finishes.

The floorplan will be open and inviting. Allowing the LLA to welcome in the community for learning opportunities where each guest to be submerged in the work of the Lake Lanier Association.



Special Thanks to Our Sponsors:



Welcome Julie King!

The LLA Team is Growing



Intro Written by Victoria Clevenger
LLA Communications Coordinator

The Lake Lanier Association is expanding and growing in many ways this year! We've already shared about the new office space and have many more exciting announcements up our sleeve. In that light, we're excited to share that the LLA team is growing!

As Todd Baxter, LLA President, mentioned in the welcome letter of this newsletter - new faces are a natural fit for our current growth. To better serve our members and enhance collaboration, **the Lake Lanier Association is excited to welcome Julie King as our Membership Coordinator.**



With the addition of Julie, this will split the responsibilities previously assigned to Victoria Clevenger. She has been on staff with LLA as the Communications and Membership Coordinator since Feb. 2021. Victoria remains on the LLA team with a renewed focus on our communications, social media and marketing as the Communications Coordinator. We are poised for success in all areas and excited to reach new heights with this collective team!

For those of you who stopped by the Lake Lanier Boat Show, we hope you had the pleasure of meeting Julie at the LLA booth. If you haven't met her yet - we hope you will take the time to say hello and introduce yourselves at the Annual Member Celebration on April 22nd.

Meet Julie King Julie holds a Bachelor of Science degree from Johnson & Wales University in Charleston, SC where she majored in Sports, Entertainment and Events Management. She started her career at Kiawah Island Golf Resort in 2006 and has worked for Marriott, Hilton, W and Lanier Islands Lodge.

She comes to the LLA team with over 15 years of event and customer relations experience, which will be valuable in creating engaging social opportunities for the LLA community and assist in our efforts towards recruitment and retention of members. Her industry experience will contribute to elevating all of the initiatives set forth in the association.

When Julie isn't planning events, she enjoys cooking meals for her family and friends, walking outside on beautiful days and spending time on Lanier with her husband and two boys.



To Contact Julie, please email julie@lakelanier.org
or call (404)956-2906.

Please join us in welcoming Julie to the LLA Team! Look for a post on the LLA Facebook and Instagram to leave your welcome notes.

LLA Program Updates

While the new LLA office is being renovated and staff is working remote, the LLA remains dedicated to our programs and on-lake initiatives. Summer is on the horizon, meaning the lake soon will be busy again and there's no time to slow down on our mission towards a Clean, Full and Safe Lake Lanier! Keep reading for updates on LLA programs.



Mini Cleanups Happening All Year Long

On January 7th, the LLA and Chattahoochee Riverkeeper partnered to clean up an area of shoreline known as the “Whale Tail” located near Don Carter State Park. This area has a steady current and as a result, a driftwood graveyard has created a naturalized trash trap. It’s one of the most unique areas of shoreline on Lake Lanier. Twenty-five volunteers came out on a chilly morning to give the lake a little TLC. An impressive 1.2 tons of trash was removed during the cleanup.

In mid-January, the LLA facilitated a corporate cleanup with volunteers from Textron. The group was staying at Lanier Islands for a leadership summit and was looking for a team building activity beyond playing a round of gold. LLA was pleased to help a group of 30 volunteers collect trash along the shoreline of the islands.

If you see a trashy area that needs special attention, please let us know! Head to www.lakelanier.org and Report a Problem using the "See Something, Say Something" form.



Solar Light Maintenance Continues

The LLA is pleased to be completing the final phase of our Solar Lights replacement program. By the end of this season, all 289 lights on the lake will have been serviced within the past three years. This keeps the solar lights in line for proper warranty replacement, should it be needed, and creates a baseline for solar light repairs and maintenance moving forward.

Rip Rap Projects on the Horizon

We are launching additional rip-rap shoreline protection projects for the first time in several years. Additionally, future project funding has been secured. Look for more details on these projects coming soon!



Expanding the Life Jacket Loaner Station Program for Summer 2023

This year, the LLA plans to install and maintain two additional Life Jacket Loaner Stations. This will bring the program total to 10 Life Jacket Loaner Stations around Lake Lanier. The stations are manned weekly by volunteers during peak season, which LLA has identified as Memorial Day through Labor Day. During this time, stations are monitored for life jacket condition, including replacing life jackets that are ripped or no longer safe to use. Our volunteers continue to monitor the stations throughout the rest of the year at less frequent intervals.

In 2022, LLA partnered with Michael James Remodeling for the build-out of four life jacket loaner stations. Michael James Remodeling generously donated labor and building materials for the stations. We're excited to announce that Micheal James Remodeling will partner with LLA to donate labor and materials for the two new stations coming in 2023. The LLA Board of Directors is currently reviewing locations for the two new Life Jacket Loaner Stations. If you have a location suggestion, please email LLA at lakeinfo@lakelanier.org.

Adopt-a-Lake Water Testing Continues All Year Long

The dedicated volunteers of the Adopt-a-Lake Water Testing program continue to collect samples each month. Yes, even in these chilly temps and rainy winter months that we've had recently! The group tests from over 25 locations across Lanier and is spearheaded by LLA Board Members, Bev Nicholls and Tom Shillock.

Traditionally, volunteer testers bring their water samples to the LLA Office. While the new LLA Office is under renovation and the team is working remote, we've had to get creative about our sample drop-offs. Last month, Bev, Tom and the LLA Staff met testers at Chick-fil-A in Gainesville. This turned out to be a great central location for the testers to meet the LLA team and LLA was able to treat them to a bite to eat as a small way to say thanks for all they do to help keep Lanier clean!



It's Heating Up - Time to take the Clean Lake Pledge!

Did you know you can take the Clean Lake Pledge year-round?

The Clean Lake Pledge is full of easy actions that people can take to reduce their water quality impacts. Lanier generally has really good water quality but there are stressors that can impact this. Together we are able to make wise choices to preserve and protect Lake Lanier.

The Clean Lake Pledge can be found on the LLA website and includes easy to implement tips, helpful articles and resources for the following areas:

- **Yard and Ground Protection** - Fertilizers, Native Plants, Septic Tanks and more!
- **Boat, Dock and Equipment Maintenance** - Safe Fueling, Bilge Water, Marine Toilets, Etc.
- **Best Practices for Out On the Lake** - "Pack-In, Pack-Out" and Prevent Oil or Gas Spills, Etc.

To learn more and take the Clean Lake Pledge, please visit: lakelanier.org/our-work/clean-lake/clean-lake-pledge/





Know the Ropes!

LLA Membership Platform



BY VICTORIA CLEVINGER, COMMUNICATIONS COORDINATOR

The Lake Lanier Association recently launched a new membership platform! With this new system, each LLA member has access to their own membership portal. Using the membership portal, you can login at any time to see the status of your membership, change your membership level or update payment preferences.

For the first time ever, we're able to offer this portal experience to our members and while it is exciting, we understand that it's new and different - thus creating a learning curve. We want to help you navigate the changes and understand how they work for your benefit, so we have put together helpful information to know about your membership and the new membership portal!

What's Different About It?

In addition to offering a membership portal, LLA memberships will now operate a lot like your favorite subscription service and affiliated account.

Just like watching your favorite show on Netflix, you can support the LLA without wondering if or when your membership is up for renewal. You'll simply set up an account and add a card to file for auto-renew payments. Each year, 30 days before your renewal date, you'll receive an email reminder notifying you of the upcoming renewal transaction. *(See Right for Email Example.)* You'll also receive an email notification 48 before your membership expires and additional emails if your membership becomes past due or expired. We hope that this set of communication gives members ample time to renew, update their payment preferences or make any necessary changes to their account.



What If I Don't Like Auto-Renew?

No problem! We will still accept membership renewal and payment via check. The LLA is moving towards the membership portal and an auto-renew process to alleviate administrative headaches. Additionally, we hope it will be easy for our members to continue supporting us year over year.

Renew By Check!

If you prefer to renew your LLA membership by check, please send your check to the LLA Office at: 821 Dawsonville HWY, Suite 110 Gainesville, GA 30501. *Please allow two weeks for processing time after your check has been received.*

What Can I Do In The Portal?

Using the membership portal, you have the ability to login at any time to see the following information:

Status of Your Membership - Can't remember when your membership is up for renewal? Now you can login to see when the membership renewal will occur, without having to wait for an email reminder.

Change Your Membership Level - At any point, you have control to change the level of your membership! This makes moving up and down between levels easier than ever.

Update Payment Preferences - This allows you to add or change the card on file, download transaction receipts and more.

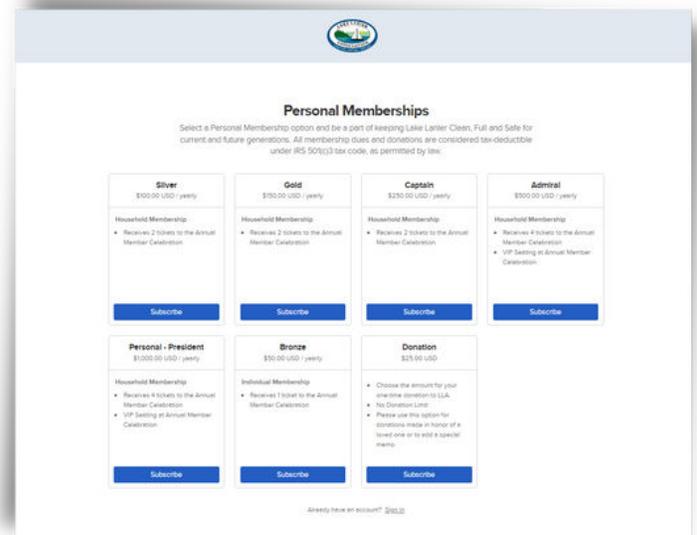
In the future, the LLA can also use the portal to provide member exclusive information - such as articles, videos or links. While we are not using this feature yet, we're excited about the endless possibilities of sharing information exclusively with our members.

Ready to Join the LLA or Renew Your LLA Membership?

To renew your membership, please visit <https://members.lakelanier.org/join> and select the contribution level at which you'd like to support the LLA. (See Below Right for Landing Page Screenshot.)

If you are renewing, you may be prompted to sign-in. This is because our new system recognizes that at some point, you've already had an LLA membership and it just needs to be renewed!

For the password, please use the email that you receive LLA Membership Renewal notices to. Don't know which email is on-file? No worries. Please email LLA at lakeinfo@lakelanier.org and we can help!



The screenshot displays the 'Personal Memberships' section of the LLA membership portal. It features a grid of membership options, each with a 'Subscribe' button. The options are:

- Silver**: \$100.00 USD / yearly. Household Membership. Receives 2 tickets to the Annual Member Celebration.
- Gold**: \$150.00 USD / yearly. Household Membership. Receives 2 tickets to the Annual Member Celebration.
- Captain**: \$250.00 USD / yearly. Household Membership. Receives 2 tickets to the Annual Member Celebration.
- Admiral**: \$500.00 USD / yearly. Household Membership. Receives 4 tickets to the Annual Member Celebration. VIP Seating at Annual Member Celebration.
- Personal - President**: \$1,000.00 USD / yearly. Household Membership. Receives 4 tickets to the Annual Member Celebration. VIP Seating at Annual Member Celebration.
- Bronze**: \$50.00 USD / yearly. Individual Membership. Receives 1 ticket to the Annual Member Celebration.
- Donation**: \$25.00 USD. Choose the amount for your donation to support the LLA. No Donation Limit. Please use this option for donations made in honor of a loved one or to add a special note.

At the bottom right, there is a link: [Already have an account? Log In](#)

Once logged in, you'll need to add a card to file to renew - this is because we're using a new system / payment processor. If you've previously been on auto-renew, credit card records were not shared from the old system to the new system. If you do not like to be on auto-renew, your payment can be removed from your account after payment is processed or you may renew by check.

Recent Membership Changes

LLA recently changed the \$50 Bronze Membership to an Individual Membership. We received a lot of feedback on this change and wanted to provide more insight on why we made a change and how you can still support the LLA at whatever membership level works for you.

In order for donations to the LLA to remain tax-deductible, members can only receive a small percentage of benefits in exchange for their contribution. This brings us to member benefits and exclusive LLA community events, like the Annual Member Celebration.

While we are happy to welcome all guests to the event, this has some repercussions that the LLA is navigating differently this year. In the past, we've run into the scenario where members bring additional guests and this drives up the cost per person. Which then means a large percentage, if not all, of their contribution is going towards their attendance to the event. Thus the reason to clarify that the \$50 Bronze membership only allows for 1 person to attend the Annual Member Celebration. We have identified ticket count for events with each membership level we offer and will offer an additional ticket option.

While we love to be able to offer fun and exciting opportunities to bring the LLA community together, we also have to keep our initiatives and programs the main focus. Which means still supporting those efforts from the contributions we receive. As much as we love to throw our members a party, it's not the main mission of the LLA. It's no secret that times are tough. Inflation has impacted everyone and most are counting their pennies - or saving them. As a non-profit, we are not excluded from rising operating costs and expenses. Solar Lights cost more this year than last. Same can be said for other program equipment and materials. While everyone is feeling the stretch on their wallets, we certainly don't like to add to that burden and raise costs for our members. LLA has been fortunate to not need to raise the cost of membership dues in over 15 years! We hope this new change in cost of memberships will be the last for many more years to come. In the meantime, we have hope that our members will understand and still choose to support the LLA however they can.

We will still offer additional tickets for purchase to the Annual Member Celebration, but by identifying the number of tickets associated with each membership level, we hoped to take out some of the guess work for our members. Please see below for more information on the Annual Member Celebration tickets.

Annual Member Celebration Tickets Per Membership Level:

Bronze - 1 Ticket

Silver - 2 Ticket

Gold - 2 Tickets

Captain - 4 Tickets

Admiral - 4 Tickets, VIP Seating

President - 4 Tickets, VIP Seating

Additional tickets will be available for purchase, for a \$10 donation per ticket beyond the allotted amount included with your membership.

Still Have Questions? Let us know! Send us an email at lakeinfo@lakelanier.org or call us at (770) 503-7757.

We are here to help and as always, appreciate the ongoing support of our members. We can't do it without YOU!

Thank you for supporting a Clean, Full and Safe Lake Lanier!

Thank You, Sheila Davis!

LLA Board of Director, Sheila Davis Retires from the LLA Board in 2023



Written by Victoria Clevenger LLA Communications Coordinator

Sheila Davis joined the LLA Board of Directors in 2017, after volunteering with the Lake Lanier Association since 1998. When she first started helping the LLA, she worked closely with then LLA President, Jackie Joseph. They created mailbox flyers and creative efforts to spread the word about LLA. Thus, the foundation for her influence as a board member was laid.

She stepped into the role of LLA's Vice President of Marketing and as such, she led the Membership and Marketing Committee. A group of LLA Board Members and Staff, whose goal is to create effective ways to engage LLA members and share the LLA mission with individuals in the community. She has led the team in efforts like direct mail pieces, increasing social media presence, creating monthly Lakeside News ads, planning the Annual Member Celebration and more.

Outside of her role as LLA's Vice President of Marketing, Sheila has supported the LLA as a Signature Sponsor Business Member. Her real estate team, Sheila Davis Group, has proudly supported the work of the LLA for many years. As a team, they support the Annual Member Celebration event and most recently, have co-captained a Shore Sweep site - Gainesville Marina. At both events, you can find them sharing tips about Lake Lanier real estate, as well as helping with event volunteers, providing snacks and goodies to attendees, and helping others learn about the work of the LLA.

Sheila has a true passion for the mission of LLA and proudly has supported the Clean, Full and Safe efforts. As a local realtor, one way she is able to do this is by sharing the LLA with her clients and empowering her team of agents to do the same. She has spearheaded the "New Homeowners" membership that LLA offers and helps other local agents learn about sharing LLA with their lake home buyers or sellers.

Her love for Lake Lanier goes far beyond boat rides or selling dream lake homes to clients. Since 1994, Sheila has called Lake Lanier her home. That year, she met her now husband, Jud Davis, and their first date was shared over water skiing. He even popped the question on the family pontoon boat. Once married, Jud and Sheila lived in the Davis' family water-front cabin off of Linger Longer Rd. in Cumming. Since then, they have lived all over the shores of Lanier.

She is an Ohio native and graduated from the University of Miami in Oxford, OH. Her professional career started as an Executive Buyer for Macy's in Atlanta, but she made the transition to Real Estate in 2001 and never looked back. For Sheila, Lake Lanier is the best neighborhood to represent. She loves watching her clients fall in love with lake life and get to share special memories just as she has with her own family. Sheila and Jud have two children - Jackson and Lauren. Together, the Davis family love to boat, enjoy watersports and open their home to friends and family to spend quality time by the water.

While her time on the LLA Board of Directors is ending, you will still see Sheila supporting the LLA at our upcoming Annual Member Celebration on April 22nd. Her Lake Lanier real estate team, the Sheila Davis Group, will return as our Signature Sponsor for the event. Sheila also plans to spend quality time with family during this next season of life. Including traveling to visit family outside the state of Georgia and celebrating her daughter's upcoming college graduation.



Join us in thanks and well wishes to Sheila Davis for her years of service and dedication to the Lake Lanier Association! Please look for a post on the LLA Facebook and Instagram to leave your kind remarks.

Water Intake & Return Flow System Updates from Forsyth County



UPDATE BY AMY MCGUIRE, EXECUTIVE DIRECTOR

You may recall the article, “Water Intake Updates from Forsyth County” published in our January 2022 newsletter. At that time, the article detailed plans to add an additional water intake and treatment facility in Forsyth County. The purpose of this project is to add an additional water source for the county.

During our February '23 board meeting, Forsyth County project officials joined us to share progress updates and reiterate this new facility will not increase water withdrawals from the lake. It will, however, increase treated water deposits[CM1] into the lake that are currently being discharged into the Chattahoochee River, downstream from the dam. In summary, this new facility will simply reallocate the current volume that Forsyth County is currently purchasing from the City of Cumming and increase outflows of treated water into the lake—a positive change that will help protect water volume.

From the beginning, Forsyth County has requested the Lake Lanier Association’s endorsement for this project. As liaisons between the community, local and state agencies, and acting on behalf of the community, we have followed this project and are confident this will be a positive addition to Forsyth County and Lake Lanier.

With new construction comes new technology. In the world of water treatment, new construction is almost always a *good thing*. When a reservoir like Lanier is a significant recreational and residential hub, water treatment standards must be closely monitored to provide a safe and healthy environment for the people who enjoy the lake, aside from their water faucets, as well as the myriad ecosystems the lake supports. Forsyth County’s new facility, with state-of-the-art technology, will allow for extremely close, and accurate, monitoring of treated water returns.

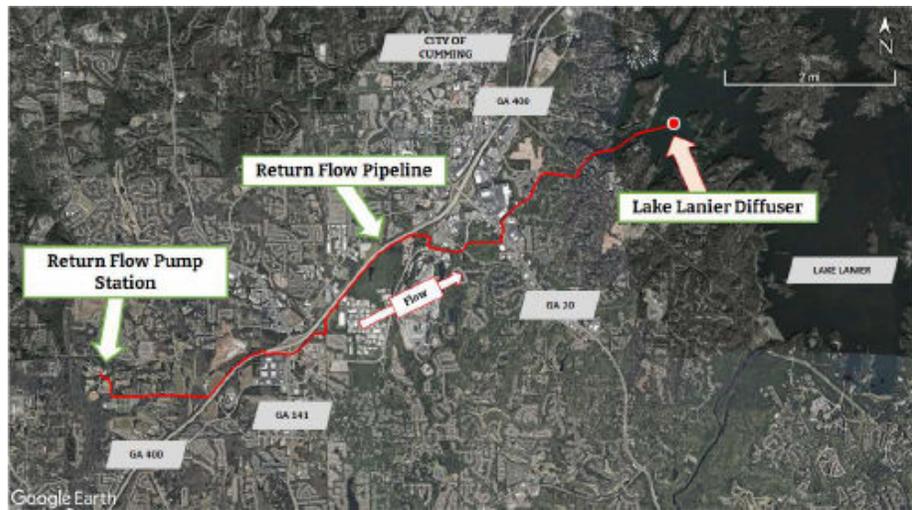
The additional benefit of routing water through the new facility is the decrease in operational demand on the City of Cumming’s intake and treatment plant. Anytime there is an opportunity to reduce load, wear and tear on equipment, it becomes easier and more cost effective to maintain. For community residents, they’ll likely see these benefits reflected in water bills.

For Forsyth County residents, the new intake means a reduction in purchase costs to obtain the water which will have a monetary impact on utility bills. On the flip side, City of Cumming residents who will not be affected by the new facility, should still see positive impacts on their utilities as well due to the increase in the existing plant's operational efficiency.

Aside from the construction process and accompanying roadwork, which we were also assured would be "minimally invasive" for both the lake and the surrounding communities, residents should feel little to no impact by the plant's construction. Forsyth County has taken considerable measures to ensure the plant is constructed in the most efficient way possible.

Overall, the meeting was a productive one and included lots of opportunities for questions from board members, a large portion of whom reside on the lake, and answers by project officials.

But perhaps equally as important, are the opportunities that we have, as an Association, to be party to these types of projects and discussions leading up to changes or new developments. By fostering strong relationships within the community, the Lake Lanier Association has become a powerful voice for the people.



If you are reading this article, you know the impact your support has on our ability to continue our work to protect the lake and act in the interest of the people who live, work, and play on Lake Lanier. We appreciate each and every contribution as each one allows us to positively impact the lake in one way or another.

We invite you to stay engaged with us, continue learning about the community in which you live and the lake that supports life in this area. Encourage your friends and neighbors to get curious, ask questions and join us in our quest to keep Lanier Clean, Full and Safe!

Stay tuned for more updates. We'll share them as they become available.

Forsyth County Contact Information:

Barry H. Lucas, Director Water & Sewer, bhluca@forsythco.com
 David McKee, County Manager, dwmckee@forsythco.com
 Cindy Jones Mills, Board of Commissioners, cjmills@forsythco.com

For more information on this project, please visit www.forsythco.com/waterintake and www.forsythco.com/returnflow

Remembering Charlie Spencer

By Amy McGuire, Executive Director



One would think a lake which hosts 12+ million visitors each year would make it hard to know everyone. And to be fair, few people do. However, there was one gentleman who made his rounds on this lake and made a friend out of every stranger. He made friends out of clients and clients out of friends. Charlie Spencer was a guy of average height, but his personality and passion for the water, was larger than life itself.

The world said goodbye to Charlie Spencer on February 21st. Many know Charlie because of his work as an insurance agent for Spencer Insurance. If you bought a new boat, or a new to you boat, Charlie would work with you, anytime of the day or night, to get you insured. He was tireless in his pursuit to protect the boating community. Even though his services ranged from homeowners to business and healthcare, Charlie had a penchant for insuring boats. After he quoted your policy, he'd make you a friend if you weren't already.

Charlie was also wildly passionate about Lake Lanier. He explored every inch of it fishing, cruising, and hanging out with friends. He also never shied away from a challenge and stepped right in to lend a hand. This was evident in his many contributions to the Lake Lanier Association. He was there for Shore Sweeps, member celebrations and so much more. He's a large part of some of our fondest memories. He even was the first to call when we acquired Miss Jackie, LLA's first official vessel.

He was everything you wanted in a boater, an insurance agent, and a friend. He cared about the rules, always played it safe, and always made sure those around him were safe as well. He could educate you on the rules of navigation and you'd never know you'd been to school. Though his knowledge, skills, and experiences were expansive, Charlie was never one to boast. While many spend time talking about going on adventures, Charlie went. We could all stand to take a lesson from him.

I guess you could say that Charlie was an excellent manager of his time. Although he was only granted 40 years on this earth, Charlie lived life to the fullest. He managed to build a reputation of loyalty and integrity through his business, embark on too many adventures to count and lend a hand to not one, but two, communities. Even as Charlie fought a hard battle with cancer, he was energized by service to his peers.

Following his treatments, he'd rest a bit and get right back to work helping his neighbors in the other place he called home - St. James City, Florida. Hurricane Ian hit about the same time Charlie was going through his own storm, but it didn't slow him down.

Right through until the end, Charlie was never worried about helping himself. He worried about everyone else. He did his best to ease the pain of his passing for friends and family. His final requests were to spare the flowers and instead contribute to his church, Pine Island Community Church, and the Lake Lanier Association. Our staff and board of directors feel quite honored that such a prominent member of the lake community would make such a generous request.

We've talked quite a bit about the changes coming to the Lake Lanier Association. One of those changes was to implement a 'Volunteer of the Year' award. But, considering Charlie's passing and the void he leaves behind, we've decided to honor Charlie by renaming the accolade *The Charlie Spencer Award*. Our hope is that each year when we present this award, it will serve as a reminder to embrace adventure, lend a hand when possible and live each day to it's fullest.

We hope you'll join us on April 22nd at our Annual Member Celebration as we present this inaugural award to another special member of the lake community. Charlie's mom and dad, Chuck and Mary Alice, along with his Uncle Jim and others will be in attendance. They are looking forward to seeing many familiar faces and joining us for this special occasion and beginning of a new tradition for the LLA.

"Smell the sea and feel the sky. Let your soul and spirit fly."

— Van Morrison, Irish Singer-Songwriter

Lately with LLA

A sneak peak into the recent events of the Lake Lanier Association!



LLA ATTENDS THE ON THE WATER LAKE LANIER BOAT SHOW

During the weekend of March, the Metro Atlanta Marine Trade Association brought the premier in-water boat show back to Lake Lanier. LLA was there for all the action and fun with a booth in the vendor village AND the LLA boat, "Ms. Jackie" on display at the docks. The LLA boat was specifically used as a life jacket loaner station for children, so parents could shop the docks with peace of mind. This opportunity allowed for LLA Board Members and volunteers to organically share about one of our on-lake initiatives - the life jacket loaner stations - and encourage boat show guests to visit our booth to learn more about the LLA. At the LLA booth, guests could also join or renew their membership using our new member platform and collect LLA swag such as dry bags and waterproof maps. If you missed the event, head over to our Facebook and Instagram to see exclusive content from the event. **Thank you to everyone who stopped by and said hello or joined / renewed your LLA membership at the boat show!**



SEE SOMETHING, SAY SOMETHING LLA PROGRAM AT WORK



In late February, LLA Board Member, Skip Short, met with the Forsyth County Stormwater department to discuss the Long Hollow development and sediment laden runoff entering the lake from it. The Lake Lanier Association received a See Something, Say Something report of this issue from a concerned neighbor in that cove. As a result of the report and LLA taking action, Forsyth County is sending out an inspector to review the stormwater control that are in place.

See Something on Lake Lanier? Say Something. Lake Lanier is a wonderful place and together we can keep our eyes out for issues around the lake. From downed navigational markers to piles of trash or dumped docks, we want to know about it. Not all issues can be resolved and some will take some time. However, this shouldn't stop us from trying. Together as a community we can make a difference!

To learn more about the See Something, Say Something program, please visit: lakelanier.org/get-involved/seesomethingsaysomething/



Annual Member Celebration

04.22.23 | 4-7pm | Peachtree Pointe at Lanier Islands

Let's kick off lake season with a party - just for LLA Members! Live music from Teen Dads, free food and a cash bar. Relax or peruse information and products from area lake vendors and Lake Lanier Association Business Members / Sponsors. Bring a life jacket to donate for use at the Life Jacket Loaner Stations across the lake. *Children and Infant sizes are needed most.*

This is an LLA Members exclusive event! Not an LLA Member? Join today using the QR Code below!
As an LLA Member, you'll support our efforts towards a Clean, Full and Safe Lake Lanier AND get to enjoy this member exclusive event.

Annual Member Celebration Tickets Per Membership Level:

- Bronze \$50 - 1 Ticket
- Silver \$100 - 2 Ticket
- Gold \$150 - 2 Tickets
- Captain \$250 - 4 Tickets
- Admiral \$500 - 4 Tickets, VIP Seating
- President \$1,000 - 4 Tickets, VIP Seating

Additional tickets will be available for purchase, for a \$10 donation per ticket beyond the allotted amount included with your membership.

Tickets and Pre-Registration Information Coming Soon - WWW.LAKELANIER.ORG

SPECIAL THANKS TO OUR SIGNATURE EVENT SPONSOR



SCAN THE QR CODE TO JOIN OR RENEW YOUR LLA MEMBERSHIP TODAY

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FREE FOOD, CASH BAR, LIVE MUSIC, MEET BUSINESS SPONSORS, LLA PROGRAM UPDATES & MORE!